**Advertising: Arguments That Convince and Entertain**

***What Ads Convince Us to Do***

**Advertisement #1**

*Jot notes in the table below as you watch the ad.*

|  |  |  |
| --- | --- | --- |
| What is the plot/story of this ad? | What got your attention/surprised you? | When did you laugh? |
|  |  |  |

**What** is the ad trying to convince viewers to do?

**How** does it try to convince us to do this?

**Advertisement #2**

*Jot notes in the table below as you watch the ad.*

|  |  |  |
| --- | --- | --- |
| What is the plot/story of this ad? | What got your attention/surprised you? | When did you laugh? |
|  |  |  |

**What** is the ad trying to convince viewers to do?

**How** does it try to convince us to do this?

***Your Evaluative Arguments About the Ads***

Which ad is a more EFFECTIVE (it convinces us to act)?

|  |
| --- |
| **Claim:** |
| Evidence from the ad to support your claim (details, selling strategies, plot points from the ad’s story) |
| 1. |
| 2. |
| 3. |

Which ad is a more ENTERTAINING (it holds our attention, makes us laugh etc.)

|  |
| --- |
| **Claim:** |
| Evidence from the ad to support your claim (details, plot points from the ad’s story) |
| 1. |
| 2. |
| 3. |

**Challenge**

Agree or disagree with the following claim. **Provide evidence** to back up your opinion either from the ads you just watched or other ads you’re familiar with.

Entertaining ads are always effective in selling a product because they hold the viewer’s attention.